

How to be Inclusive with your Social Selling Strategy

With Chris Kennedy (he/him)



Chris is the Director of the Vancouver Pride Society and the Chairperson of the Penny Diversity, Inclusion and Belonging Committee. Use this worksheet alongside Chris' course to implement practical solutions to make your social selling strategy more inclusive.

1. Gender Neutrality for Collective Groupings

Social selling is still predominantly women, but more men are playing an active role and more of our trans family are joining the industry, as well as those who identify as non-binary.

Shifting to gender-inclusive language respects and acknowledges the gender identities of all people and removes any assumptions. Imagine if someone misgendered you accidentally – it might not bother you if it's just once or twice, but what if it happened in every interaction, every day, for years?

Chris's Gender Neutrality Greeting Recommendations:

Hey...

- ★ Friends
- ★ Folks
- ★ Everyone
- ★ Y'all
- ★ Peeps
- ★ Team

When posting on social media, avoid collective gendered language like ladies, gentlemen, ma'am, sir, girls and guys.

2. Inclusivity through Accessibility

Think about it: 15% of the world's population lives with some form of disability, according to The World Health Organization (WHO). Instagram has 1.4 billion users. This means, around 210 million users have some form of disability.

By making your content more accessible, you're helping make social selling more inclusive.

1. Use Closed Captions and Subtitles

Closed captioning - helps those with hearing loss understand video posts.

Subtitles - helps individuals whose native language is different from the one used in the video.



2. Camel Case Hashtags

#GetPennyApp not **#getpennyapp**

One of the simplest ways to improve accessibility for your viewers is by capitalizing the first letter of each word when using a hashtag. When people use screen readers, the software often reads out uncapitalized hashtags as a string of letters rather than as individual words.

Capitalizing each word makes it easier for assistive technology to read hashtags as intended. It also helps people with dyslexia or cognitive disabilities to read hashtags as well.

4. Alternative Text for Images

Alternative Text is a short, detailed description of what's shown in a particular photo. It helps those who are using screen readers know what is happening in the picture.

Instagram's "alt text" feature is found in Advanced Settings

LinkedIn's "alt text" appears in the top right corner of any image you upload

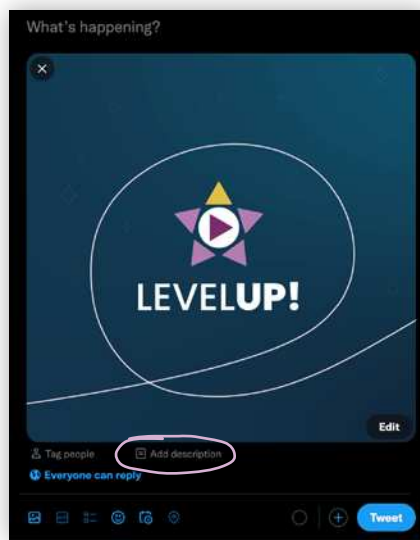
Twitter's "add description" option shows up directly below your photo when creating a tweet.

The process is so easy, and it really helps to improve accessibility!

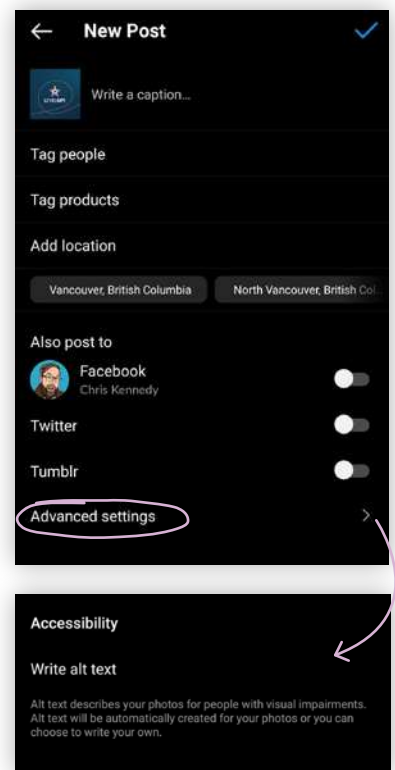
LINKEDIN



TWITTER



INSTAGRAM

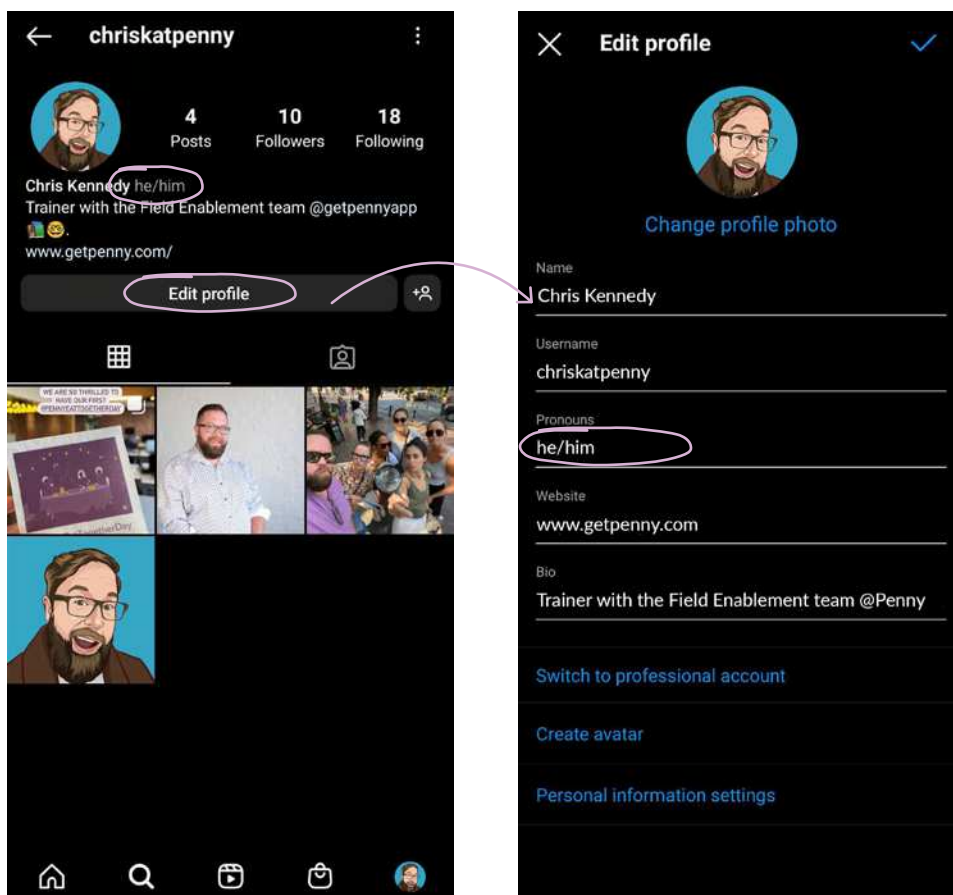


3. Leading by Example

You're only one voice and one account in the super highway of social media, but nothing impacts change more than leading by example.

Another way to lead by example is to include your pronouns. Declaring your pronouns helps signal to folks you're not going to assume their gender. It's an important move towards real inclusivity; and creates a healthier, safe space so everyone can be respected for their "whole self".

Did you know on Instagram, you can include your pronouns? It's a simple setting change and only takes a minute. The most common pronouns are *he/him*, *she/her*, *they/them*, or any combination that suits you!



Hot Tip: Consider adding them to your email signature and LinkedIn profile too!

4. Own up to Mistakes

You're probably asking yourself "what if I mess up?" And truthfully, it happens!

Don't make a big deal out of it though. Learn from it and commit to making these changes to your language, posts and overall social strategy.

A genuine "I'm sorry, I messed up but I promise to learn from this and do better..." will go a long way with your team, your customers, and your social media followers, than just ignoring it and pretending it never happened.

